

sceducationlottery.com

SELLING points

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MONTHLY RETAILER NEWSLETTER

ENCOURAGE RESPONSIBLE PLAY



Please,
Play
Responsibly!

www.PlayResponsiblySC.com



South Carolina
DAODAS
Department of Alcohol and Other Drug Abuse Services

Dear Lottery Retailers:

Thanks to you, our retailers, the Education Lottery continues to successfully and substantially support education in the Palmetto State. However, you and I both recognize we wouldn't be successful without the players who purchase tickets. Our players give life to our games and bring excitement to each new ticket launch and each game promotion.

Creating games that attract the attention of our players is an important part of our business -- we want our players to enjoy our games! However, if a player is no longer able to play our games responsibly, that inability becomes a serious problem.

Traditionally, March is "Play Responsibly Month" at the Education Lottery. I would like to take this opportunity to remind you of the resources available for individuals who may have a gambling problem. Of course, the Lottery has its own website, www.PlayResponsiblySC.com, which outlines the warning signs of problem gambling and provides information so that at-risk players and their families can find assistance.

The Department of Alcohol and Other Drug Abuse Services (DAODAS) is another lifeline for players with problematic gambling habits. DAODAS manages a toll-free South Carolina Gambling Helpline at 1-877-452-5155. The helpline is manned 24 hours a day, seven days a week, by trained counselors who can assist players in finding treatment options available locally. This year the General Assembly appropriated \$50,000 in proceeds from unclaimed prizes to assist DAODAS in their efforts to help problem gamblers and their families. All of this information is available for your players in the Play Responsibly Brochure located in your green play station.

Thank you for all you do to encourage responsible play among your patrons; it is a responsibility we take very seriously. While our mission is to provide lottery games as a source of entertainment, it is just as important that we emphasize they are simply games of chance and no more. Let's make "Play Responsibly" our goal all year long!



All my best,

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



Corner Stop

Sunny Patel, of Corner Stop, has sold his fair share of \$100,000 winning tickets.

SUCCESS STORY

By Kimberly Smith, Midlands MSR

January 7, 2002, was a day of excitement and anticipation for the **Corner Stop's** owner, employees and customers. Corner Stop, located in **Columbia** off of Two Notch Road, couldn't wait to sell its first lottery ticket.

Ten years later, owner Shail Patel is still selling tickets and proudly displaying winning tickets throughout the store. Corner Stop sold the first winning Carolina 5 Taxes Paid ticket worth \$100,000. The location has since sold three more \$100,000 winning tickets.

When Sunny Patel started working for Shail at Corner Stop six months after the Lottery started, he made maximizing lottery sales a priority. Sunny appreciates his lottery customers and knows them by name. He likes to laugh and joke with lottery players, letting them know his store is lottery friendly. The result: customers keep coming back. Sunny attributes Corner Stop's success to the support he's received from lottery staff and tips like keeping the dispenser full, paying out winners and keeping up to date on lottery products.

Shail Patel said, "I can't believe we are celebrating 10 years, it seems like we just started yesterday. We have come a long way since launch day, starting off with four instant tickets and no online games. I'm looking forward to many more successful years with the South Carolina Education Lottery. Not only has it enhanced my business but it benefits students in this state."



City Gas and Fuel in Ridgeway sold a \$200,000 winning ticket on Big Dollar Doubler. Pictured is Gary Singh.



Money Machine made one of Ashish Patel's players at **Carolina Express in North Charleston** \$100,000 richer.



Pictured with a \$100,001 PC5 winner's board are Sandy Burris and Katrina Taylor of **Kangaroo Express #3150 in Conway**.

FIND A WAY TO MAKE IT FUN



A PERFECT 10 IN 2012: Vivian and Joanne of EZ Shop #14 in St. George have resolved to sell more tickets and have more fun in 2012. When the pair heard the Lottery was celebrating its 10th Anniversary, they got creative. Using numbers from the store's outside sign, the pair sent in the following birthday greeting. Happy 10th Anniversary!



Gail Rush & Crystal Hernandez
BP 6 - Camden



Jay Patel
JPS Corner Stop - Gaffney



Neel & Trupti Patel
Gas Express - Columbia

Calendar Year 2011

You have every reason to celebrate! You and your fellow South Carolina Education Lottery retailers sold in excess of \$1.08 BILLION in lottery tickets for Calendar Year 2011. Even facing a still-sputtering economy, you found a way to provide critical funding for education in South Carolina! Lottery transfers since startup have now surpassed the \$2.6 BILLION mark. Your support is having an impact in every neighborhood in our State.

Retailers, you earned more than \$76 million in retailer commissions during the 2011 Calendar Year.

To the right is a listing of the **MILLION DOLLAR SALES CLUB** for retailers with sales greater than \$1 million in Calendar Year 2011. A total of 47 retailers, up from 36 retailers in the last calendar year, are **MILLION DOLLAR SALES CLUB** members!

MILLION DOLLAR SALES CLUB
Calendar Year 2011

Business Name:	City:	Total Sales:
1. Food Mart #1	Charleston	\$2,943,364.50
2. Jimmy's Mart	Columbia	\$2,463,088.00
3. Sky Mart Patel Conv. Store	Charleston	\$2,078,943.00
4. Devikinc	Sumter	\$1,961,254.00
5. Miller Produce & Farm	Fort Mill	\$1,735,275.50
6. In N Out Conv. Store	Charleston	\$1,660,423.00
7. Garden Spot #4	Taylors	\$1,541,790.00
8. Big T's LLC	Goose Creek	\$1,534,580.00
9. 3-Way Food Mart #5	Aiken	\$1,509,463.50
10. Mo Conv. and Tobacco	Aiken	\$1,471,555.00
11. Short Stop	Orangeburg	\$1,449,397.50
12. Dusty Bend Discount Bev	Camden	\$1,419,741.50
13. Shell Quick Mart	Georgetown	\$1,411,584.50
14. Quick Pantry	St. Matthews	\$1,381,052.50
15. Quick Pantry #16	Greenwood	\$1,371,329.00
16. Mini Mart	York	\$1,337,795.00
17. Kaival Plaza	St. Helena Island	\$1,313,051.50
18. Fuel Express	North Charleston	\$1,290,214.00
19. Quick Pantry #7	Orangeburg	\$1,288,565.50
20. Quick Pantry # 5	Orangeburg	\$1,257,637.00
21. V Go Food Mart	Holly Hill	\$1,239,587.50
22. Sunfly Conv. Store	North Charleston	\$1,232,874.00
23. Quick Pantry #21	Orangeburg	\$1,209,176.00
24. Abhi Enterprises	Florence	\$1,208,260.00
25. Simba Express #1	Columbia	\$1,204,539.00
26. Quick C Food Mart #105	Chester	\$1,197,945.50
27. Stop N Go	North Charleston	\$1,185,516.00
28. Top Notch Mart	Columbia	\$1,184,604.50
29. Amoco Food Shop	Beaufort	\$1,174,778.50
30. Sams Mart	Quinby	\$1,173,319.50
31. Herlong BP	Rock Hill	\$1,161,580.00
32. Sumter Stop	Sumter	\$1,156,335.00
33. Sam's Corner	Spartanburg	\$1,127,400.50
34. Shashis Mini Mart	Cheraw	\$1,119,984.50
35. M P Mart	Winnsboro	\$1,118,931.50
36. Quick Pantry 26	Greenwood	\$1,118,855.50
37. Port Royal BP	Port Royal	\$1,108,889.00
38. Sunhouse Petroleum #3	Beaufort	\$1,106,869.50
39. EZ Shop	Darlington	\$1,106,351.00
40. Raceway #6747	West Columbia	\$1,099,265.50
41. Quick Pantry 25	Manning	\$1,082,997.00
42. 4 Way Stop	Orangeburg	\$1,073,607.50
43. Quick Stop	Ravenel	\$1,060,031.50
44. EZ Stop	Summerville	\$1,053,891.50
45. Quick Stop #3	Columbia	\$1,030,692.50
46. Quick Pantry #9	North Charleston	\$1,021,865.00
47. White Pond Food N Bev	Elgin	\$1,019,323.00

Thank You, Retailers!

TOP 10 RETAILERS BY REGION

UPSTATE

Business Name:	City:
Miller Produce & Farm	Fort Mill
Garden Spot #4	Taylors
Quick Pantry #16	Greenwood
Mini Mart	York
Herlong BP	Rock Hill
Sam's Corner	Spartanburg
Quick Pantry 26	Greenwood
K Won Mart	Fort Mill
Quick Pantry #20	Abbeville
Eddie's Minute Mart	Anderson

MIDLANDS

Business Name:	City:
Jimmy's Mart	Columbia
Devikinc	Sumter
3-Way Food Mart #5	Aiken
Mo Conv. and Tobacco	Aiken
Short Stop	Orangeburg
Dusty Bend Discount Bev.	Camden
Quick Pantry	St. Matthews
Quick Pantry #7	Orangeburg
Quick Pantry #5	Orangeburg
V Go Food Mart	Holly Hill

COASTAL

Business Name:	City:
Food Mart #1	Charleston
Sky Mart Patel Conv.	Charleston
In N Out Conv. Store	Charleston
Big T's LLC	Goose Creek
Shell Quick Mart	Georgetown
Kaival Plaza	St. Helena Island
Fuel Express	North Charleston
Sunfly Conv. Store	North Charleston
Abhi Enterprises	Florence
Stop N Go	North Charleston

BY THE NUMBERS

The numbers tell the story.

10 years since the first lottery ticket was sold...

Approximately 3,700 retailers ...

\$1.08 BILLION in Calendar Year 2011 sales...

\$2.6 BILLION and counting transferred to the state benefiting South Carolina's students since startup.

RETAILERS HELP SC “PLAY RESPONSIBLY”

By Paulette Parker Smith, Play Responsibly Communications Coordinator

The Play Responsibly message is not always a popular one, but it is one of the most important pieces of information the Lottery communicates. Each March, retailers are reminded of the importance of responsible play in *Selling Points* because everyone, including you, benefits when players are spending appropriately on lottery games. You care about your customers and do not want problem gambling to impact them or their families.

Lottery play is not a way for your customers to change their financial status. The Lottery wants its players to play lottery games for their designed purpose: to be fun. Retailers, you are at the forefront to potentially recognize players with problematic habits. If you feel comfortable, hand the individual a Play Responsibly brochure. This may give the player the opportunity to examine the way lottery play is impacting his or her life. All available problem gambling resources are listed in the brochure, which is a terrific guide for players and their families. Play Responsibly brochures are available in your lottery play station.

This year the legislature has appropriated \$50,000 to the Department of Alcohol and Other Drug Abuse Services (DAODAS). A total of \$2.55 million for problem gambling treatment services has been appropriated in South Carolina since the start of the Lottery. DAODAS and the Lottery work in partnership to disseminate the “Play Responsibly message.” DAODAS



manages the SC Gambling Helpline, which connects callers to a certified counselor 24 hours a day, 7 days a week. It provides information on locally available treatment options.

If you or someone you know has a gambling problem, please call the SC Gambling Helpline at 1-877-452-5155 and visit the web at PlayResponsiblySC.com.

The Lottery appreciates everything you do to ensure our games are played responsibly. We realize saying “no” to a player who has spent too much is difficult. We applaud your concern for your players. We support you fully in doing the right thing.



For live 24-hour assistance in S.C...

South Carolina
DAODAS
Department of Alcohol and Other Drug Abuse Services

1-877-452-5155

National gambling services available...

NC PG | National Council
on Problem Gambling

1-800-522-4700

Have Fun. Play Smart. Play Responsibly.™

SELLING POINT

Make certain you give the player the REISSUED ticket when you cash a multiple-draw online ticket with remaining draw dates. The reissued ticket is automatically dispensed when the original multiple-draw ticket is cashed.

Jeep. Second-Chance Promotion Draw 3
Scheduled Draw 3 of 3: One 2011 Jeep, Wrangler Unlimited Rubicon Vehicle** and One \$100,000 Final Grand Prize
Entry Deadline: Friday, March 16, 2012
Drawing Date: Friday, March 23, 2012
** Based upon the availability of the 2011 Model, a 2012 Jeep, Wrangler Unlimited Rubicon vehicle may be substituted.

\$30,000 Powerball®	\$20,000 Tattoo Doubler	\$2,600 Pick 4	\$1,500 Palmetto Cash 5	\$1,000 Tic Tac Wow	\$575 Triple Wild Winner	
Allen Hammill – Salisbury, NC	Deana Alcott – Anderson	Tiffany McWhite – Florence	Charles Rivenbark – Catawba	Amanda Whetstone – Summerville	Dean Muckelvaney – Charleston	
Purchased from Kangaroo Express #338 – Myrtle Beach	Purchased from Whitehall Express Mart – Anderson	Purchased from Li'l Cricket #872 – Cayce	Purchased from Lesslie #2 – Rock Hill	Purchased from Kangaroo Express #593 – Summerville	Purchased from Li'l Cricket #866 – Charleston	

UPCOMING games

The following games are scheduled to launch Tuesday, March 6:



Launch dates and tickets are subject to change as necessary.

Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Fri., March 2: Last day to return Jeep® (#475).

Tues., March 6: Last day to redeem Triple Money Bags (#442), Love to Win (#453), A Gift for You (#456), Lucky Money (#460), Wicked 1's (#465), and Hit \$25 (#469).

Fri., March 16: Last day to return Big Dollar Doubler (#441) and \$100,000 Touchdown (#492).

Tues., March 20: Last day to redeem Money Stack (#473) and Money Machine (#481).

Wed., March 21: Last day to sell Blue Sapphire Bucks (#439) and Royal Riches (#488).

Tues., March 27: Last day to redeem Giant Jumbo Bucks (#427) and Beach Bucks (#478).

Fri., March 30: Last day to return Easy \$\$ (#417), Money Matters (#467) and All the Money (#487).

ENDING games*

Please start selling down the following:

SC-439 Blue Sapphire Bucks
SC-488 Royal Riches

Last day to sell:
Wednesday, March 21, 2012

Last day to return:
Friday, April 20, 2012

Last day to redeem:
Tuesday, June 19, 2012

* Watch for UPDATES to ending dates that are sent via your lottery terminal.